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DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Hill-Donnelly Corporation

☐ Individual(s)☐ Association☐ General Partnership☐ Limited Partnership☒ Corporation-State Florida☐ OtherAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Execution Date: June 28, 2002

## 2. Name and address of receiving party(ies)

Name: H-D Publishing, Inc.

Internal

Address:

Street Address: 5711 S. 86th Circle

City: Omaha State: NE Zip: 68127

☐ Individual(s) citizenship☐ Association☐ General Partnership☐ Limited Partnership☒ Corporation-State Delaware☐ OtherIf assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,213,944

2,244,210

Additional number(s) attached ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Roberta L. Christensen

Internal Address: Koley Jessen P.C.

A Limited Liability Organization

Street Address: One Pacific Place

1125 S. 103rd St., Ste. 800

City: Omaha State: NE Zip: 68124

## 6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 3.41).....\$ 65.00

☒ Enclosed☒ Authorized to be charged to deposit account

## 8. Deposit account number:

50-0771

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Roberta L. Christensen

Name of Person Signing

Signature

Date

3

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231TRADEMARK  
REEL: 2564 FRAME: 0565

# ASSIGNMENT OF TRADEMARKS

WHEREAS, Hill-Donnelly Corporation., a Florida corporation having its principal place of business at 2602 South MacDill Avenue, Tampa, Florida 33629 ("ASSIGNOR"), owns all right, title and interest in and to the trademarks listed on Schedule "A" (attached hereto and incorporated by this reference); and

WHEREAS, H-D Publishing, Inc., a Delaware corporation having its principal place of business at 5711 S. 86<sup>th</sup> Circle, Omaha, Nebraska 68124 ("ASSIGNEE"), is desirous of acquiring said trademarks, the registration of the same and any registrations which may issue thereon, throughout the world.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title, and interest in and to the said trademarks effective June 28, 2002, together with the goodwill of the business symbolized by the trademarks, the registrations thereof and the right to recover for damages and profits and all other remedies for past infringements thereof.

This Assignment may be executed in counterparts, each of which shall constitute an original, but which together shall constitute one and the same instrument.

Hill-Donnelly Corporation, a Florida  
corporation, Assignor

By: 

Its: PRESIDENT

H-D Publishing, Inc. a Delaware corporation,  
Assignee

By: 

Its: CEO

**SCHEDULE "A"**  
**Registered Trademarks:**

<b>MARKS</b>	<b>REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>
CROSS+SEARCH PLUS	2,213,944	December 29, 1998
CROSS+SEARCH	2,244,210	May 11, 1999